

**Speech of Mr. Vasilis Stamataris, President of ACTA Board of Directors
at The Digi Travel Cyprus Conference 2019**

Deputy Minister of Tourism,
Secretary General of ITTAA and Secretary General of FedHATTA,
Distinguished guests, speakers and exhibitors,
Colleagues, Ladies and gentlemen,

The Association of Cyprus Travel Agents (ACTA) is par excellence the NGO agency involved in tourism and travel affairs. Membership of the Association is recognized as a guarantee of integrity, competence and a high standard of service.

In this respect, we are proud to welcome you at **The Digi Travel Cyprus Conference 2019**, which is organized with the collaboration of Travel Media Applications of Greece. The Conference has already been established as the most important event in Cyprus in the field of travel technology and tourism. Its mission is to follow the latest trends in e-Tourism and digital travel marketing and present them annually, in a practical way.

Our goal is to become the leading annual meeting point for experts from e-Tourism, m-Tourism, travel technology and distribution channels, decision-makers, entrepreneurs, travel and hospitality professionals in order to exchange knowledge and experience.

This conference was firstly held in 2013 in Athens, while the last four years was held with great success under the auspices of our Association. After this success, it became an international event as it was held in 2016 in Warsaw, while this year apart from Cyprus, Digi Travel will be held in Greece and Thailand.

Digi Travel Conference is the platform where the professionals of tourism and travel can be informed about current trends in Digital Marketing in connection with the latest developments of the industry and new ways of distribution of its products.

Our distinguished speakers are here today to analyze and present you a variety of hot issues regarding on how the technology impacts the tourism trends and matters. As participants you will be able to

1. Understand the needs of incoming tourism,
2. What messenger chatbots technology is, and how travel agencies can benefit from it
3. The fragmentation of online and offline marketing
4. The Innovative Travel Technologies for Destination Management & Incoming Travel
5. The Real Time Data in Travel & Tourism Marketing
6. How payments through JCC Smart are contributed to the operations in the industry
7. How influencers can they help your business

We aim to hold this as an annual event, in order to bring together international knowledge and know-how with the regional and local expertise, informing delegates about the new technologies, tools and solutions and at the same time, establishing Cyprus as the tourism hub for the East Mediterranean region.

In conclusion, I would like to mention our greatest compliments to the Israeli Travel Agents Association (ITAFSA), to the Federation of Travel and Tourism Enterprises of Greece (FedHATTA), to the Cyprus Cyber Security Organization (CYCSO), to the Pancyprian Hotel Association (PASYXE), to the Association of Cyprus Tourism Companies (STEK), to the Association of Cyprus Hotel Managers (PASYDIXEX) and to the Mediterranean Airport Safety Board (FSF-MED), as this Conference is under their prestigious auspices.

I would also like to thank our sponsors, The Deputy Ministry of Tourism, the Bank of Cyprus, Idrogios Insurance, JCC Payment Systems, Plarino, Cyberlogic, The Ministry of Energy, Commerce and Industry, Blue Air Airline, Official Carrier of our Conference and SEMELI Hotel, official hospitality sponsor. With their precious support and valuable contribution this Conference is organized today and gives to all of us the opportunity to be here and share knowledge and experience.

Lastly, I would like to thank Travel Media Applications of Greece for this important collaboration and all of you for your presence.

I am sure that we are all going to have a very interesting and enjoyable day!

Vasilis Stamataris

President of ACTA Board of Directors

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